

Quarterly issues WDNT
July 1, 2012

1. Economic development. WDNT continually airs announcements promoting activities of the Spring City and Dayton Chambers of Commerce, as well as the Rhea County Economic and Tourism Council. During the second quarter we aired numerous announcements promoting events in downtown Dayton including the Tennessee Strawberry Festival. We also broadcast announcements promoting activities in Spring City involving local merchants.
2. Tourism Development. WDNT regularly airs announcements promoting the tourism attractions of Rhea County on a daily basis. During the second quarter we extensively promoted the Tennessee Strawberry Festival which brought thousands of people to downtown Dayton. In April we promoted a festival in Grandview, Tennessee as well.
3. Education. WDNT regularly airs public service announcements promoting all school activities at Rhea County and Dayton City Schools as well as Bryan College. During the second quarter we promoted two student events at Rhea County High School, and actively promoted pre-enrollment in Sequatchie Valley Headstart. We also aired regular announcements featuring pre-school reading at both Dayton and Spring City libraries, as well as a fundraiser for the library in Spring City.
4. Drugs and alcohol abuse. WDNT regularly airs public service announcements both statewide and local promoting drug awareness activities in our area. During the second quarter we actively promoted another drug takeback program sponsored by local law enforcement and the DEA.
6. The environment. WDNT airs regular announcements for Keep Tennessee Beautiful and other environmental organizations.
7. Other activities. WDNT airs a community calendar program once each hour around the clock. We actively promote and solicit announcements from all non profit or governmental groups to avail themselves of this opportunity. We also air a weekly "hometown hero" feature honoring those who excel at community service in our area. During the second quarter we also aired information about a local primary election and broadcast the election returns live.
8. Local culture. WDNT airs regular announcements promoting the Tennessee Valley Theater as well as cultural events at Rhea County High School and Bryan College. During the second quarter we promoted three productions at the TVT as well as a concert at Rhea County High School and one at Bryan College. We continually promote our two local museums on an ongoing basis.
9. Health. We promoted the local Health Council's annual Rabies vaccination days during April. Plus a number of classes at Rhea Medical Center. We also promoted the organization that deals with sexual abuse victims and breast cancer support. We spent time promoting healthy kids day at the local YMCA. In April we promoted a fundraiser for the March of Dimes.